

# Ideal<sup>®</sup> Caliper

## SMOOTH SURFACE, IDEAL RESULTS.

Ideal Caliper is your go-to paper choice for direct mail and a variety of other commercial printing applications where surface smoothness and image clarity are as important as yield and USPS mailing standards. Ideal Caliper offers an enhanced print surface in comparison to uncoated freesheet, resulting in better ink hold-out and print quality but with better yield than a coated reply card. Uncover the possibilities and create something ideal.

### FEATURES:

- Smooth surface for more consistent ink lay
- Designed for heatset printing
- Consistent on press performance
- Excellent printability
- Optimal opacity
- Better yield than coated freesheet
- Better print quality than uncoated freesheet
- CoC certification and recycled options available
- 7 & 9 pt. offering meet USPS minimum requirements
- Manufactured in the USA with Pride

### IDEAL CALIPER SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Opacity	Caliper
Direct Mail/Reply Card	7 pt.* (88 lb. T)	130	89	97.5	7.2
	9 pt.** (114 lb. T)	169	89	98.5	9.2

Noted \*7 pt. and \*\*9 pt. minimum caliper items are guaranteed for postal applications. With the exception of noted \*7 pt. and \*\*9 pt. minimum caliper items, Billerud manufactures to basis weight, not to specific bulk standards.

### APPLICATIONS:

- Direct mail and other commercial printing
- Election and political mail



[billerud.com](http://billerud.com)

